

# The Changing Face of Asset Management: Merging Asset, Service, and Financial Management

An ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) Research Report  
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## Executive Summary

The dynamics around managing IT assets are changing dramatically. Asset management has been a traditional and long-standing discipline with specific functions focused on tracking IT assets, their characteristics, and location/use within the enterprise—all functions that continue to be critical. Asset management in its traditional sense is being swept up in the cultural and maturity changes that are moving IT to service-based management paradigm surrounded by best practices that enable IT to meet service quality objectives. At the same time, IT finances driven by budget and governance concerns are adding to the requirements for IT creating a trio of disciplines—including finance, assets, and services—working together to deliver on “next-generation asset management (NGAM).”

ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) research shows that IT assets are increasingly being managed as a continuum with service management and IT financial management. While IT asset management (ITAM) still has a lot of room for increased adoption as well as growth in maturity, indicators suggest that early movers are beginning to adopt a “next generation” approach to managing assets. This study surveyed nearly 300 respondents and 63% of the group is either managing or planning to manage assets and services together. In addition to survey participants, EMA also conducted in-depth interviews of eight IT professionals involved in asset management who confirmed the evolution of IT asset management. Organizations are at various stages in their development, yet are clearly contemplating taking steps to bring these three disciplines together holistically.

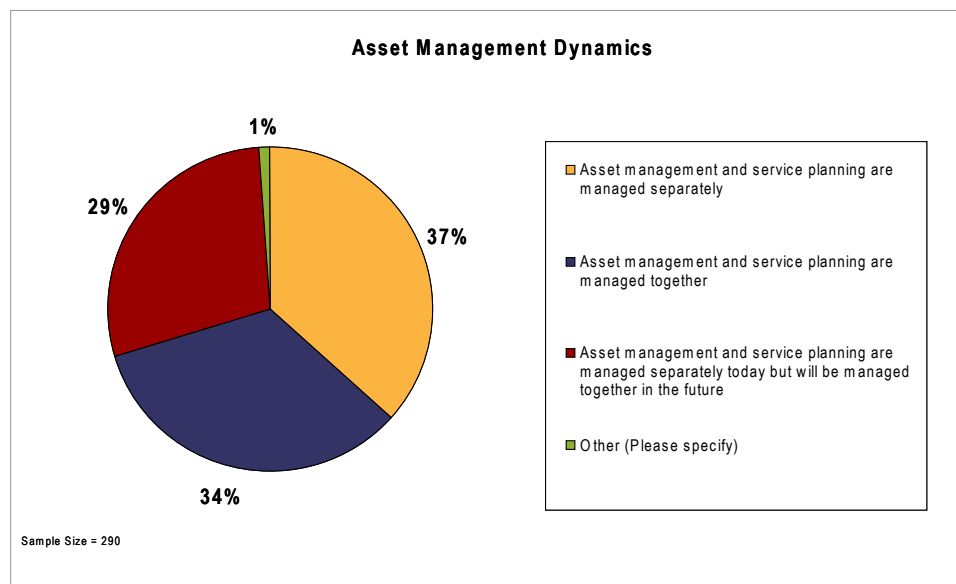


Figure 1: Asset Management Dynamics (Q14)

## Key Findings

- Few enterprises are managing assets for service planning across “all” domains ranging from desktops to telecommunications circuits to the data center. However, more and more are looking to do so and complaining about the lack of technology to enable this initiative.
- Operations as a whole and organizations responsible for IT governance are most likely to drive a more cohesive approach to asset management across domains.
- IT financial governance leads the pack as the single most critical organization to consolidate and unify asset management (17%).
- Success factors include organizations’ support and executive commitment, good communication across IT, and a strong architectural team to integrate effectively.
- Only 51% of respondents indicated that their organization has a CMDB system currently deployed. Yet almost all organizations suffer from redundant, poorly automated, and uncoordinated sources of asset data from spread sheets, unreconciled databases, Visio drawings, and other haphazard approaches to storing data.
- Inventory and configuration management were recognized as two of the most dominant technologies associated with NGAM.
- Metrics important to NGAM include efficiency in supporting business goals, new initiatives such as data center consolidation, success in compliance and security audits, and streamlining the procurement of hardware and software.

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*Support for accountability means that some high performers see IT governance itself as the primary means of managing risk to sensitive information.*

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This research uncovers the reality of IT asset management today and is truly ground-breaking. It shows clear movement in asset management—a domain that had been relatively static until now. With 34% of participants managing assets and wservices together and another 29% planning to do so, evidence is clear that real-world IT shops are seeing both the need and the value to take an integrated approach. All changes that EMA predicted were necessary in order to accommodate the need to make IT a true business partner.

The question will be whether or not solution providers can deliver to the needs that are emerging today. While the marketplace offers plenty of “mature” asset management solutions—both for IT and for the enterprises they support—none of them yet offer the full scope, breadth and cohesiveness required by NGAM. The goal of this research therefore is to educate the market, both IT adopters and the vendors that support them on future asset management requirements and how to plan and build meaningfully towards an NGAM-ready implementation. How might your company leverage this data to best anticipate organizational, process and product requirements as you develop a phased approach to a more business-aligned and cohesive NGAM strategy? What is the state-of-the-art today, and what might you meaningfully expect it to be in the coming two to five years? And finally, who are the organizational players, the vendors, and the technologies most relevant to your decisions?

### **About Enterprise Management Associates, Inc.**

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst and consulting firm dedicated to the IT management market. The firm provides IT vendors and enterprise IT professionals with objective insight into the real-world business value of long-established and emerging technologies, ranging from security, storage and IT Service Management (ITSM) to the Configuration Management Database (CMDB), virtualization and service-oriented architecture (SOA). Even with its rapid growth, EMA has never lost sight of the client, and continues to offer personalized support and convenient access to its analysts. For more information on the firm's extensive library of IT management research, free online IT Management Solutions Center and IT consulting offerings, visit [www.enterprisemanagement.com](http://www.enterprisemanagement.com).

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